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Serologicals® Corporation
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NEWS

Contact: Bill Davis
Corporate Communications
(800) 842-9099
(678) 728-2018

SEROLOGICALS PATENTS PROCESS THAT INACTIVATES "MAD COW" PRIONS

Purification Process for EX-CYTE® Achieves New Quality Standard for Bovine Biological Products Used to Make Pharmaceuticals

ATLANTA, GA – January 12, 2004 – Serologicals Corporation (NASDAQ: SERO) announced today that the U.S. Patent Office will issue a patent on its proprietary purification process, which inactivates infectious prions in its bovine-based EX-CYTE®, the leading cell culture growth supplement in the world. Prions are defective proteins that cause "mad cow" disease. This patent will remain in force until 2021.

Serologicals Corporation developed the patented process and is the first and only company to incorporate it into production. It is estimated that more than 60% of pharmaceuticals now on the market have involved the use of bovine-based products at some point during their development or production. Twenty of the top-selling biopharmaceuticals produced by cell culture, used by millions of patients worldwide, account for annual sales in excess of $20 billion.

Serologicals Corporation makes biological products that are used by life science companies in the research, development and manufacture of important and life-saving pharmaceuticals.

"Although there have been no reported incidents of bovine spongiform encephalopathy (mad cow disease) being transmitted to humans by pharmaceuticals, there is a perceived risk," said David A. Dodd, President and CEO of Serologicals. "The public, regulatory agencies and our customers, deserve to be assured that pharmaceuticals have been developed using the highest quality, purest materials. Our patented process provides that assurance."

"Industry scientists and government regulators have been monitoring very closely the issue of safety in bovine-derived materials," said Joseph G. Montalto, Senior Director, Fractionation Operations,

Serologicals, "so we are proud to be the first company to identify a process that expands the protection we can provide to the users of EX-CYTE®."

"We, like many of our competitors, adhere to the most stringent standards of safety, such as using raw materials from younger cattle, using beef not dairy cows, sourcing animals from disease free geographic areas, and maintaining several Certificates of Suitability," said Dodd. "However, no other company can offer a process that actually reduces the "mad cow" prions while preserving the efficacy of the treated material. This patent means that with our process, we go even further to ensure the highest quality of our EX-CYTE® product."

A study published in the September 2003 issue of *BioPharm International*, presented data confirming that Serologicals' prion inactivation process is effective. Study results demonstrated a greater than 5000 –fold reduction in prions.

Prions, misfolded proteins, are known to cause neurological diseases called transmissible spongiform encephalopathies (TSEs). In humans, Creutzfeldt-Jakob disease is an example. In cows, it's called bovine spongiform encephalopathy (BSE) or "mad cow" disease. In the United Kingdom and Europe, a variant of BSE has been found in people, which is suspected to be caused by their ingestion of contaminated beef from a BSE-infected animal.

The prion-clearing process covered by the patent involves treating the purified lipoproteins in the bovine material with a highly alkaline solution (pH of between 10 and 13), which inactivates the prions without damaging the biological activity of the end product, allowing a reduction of prions while maintaining the qualities that are essential to the growth culture medium EX-CYTE®.

Additional information on this announcement including the prion clearance study, published in *BioPharm International*, and other measures the company is taking to ensure the highest safety of its products, can be found on the company website www.serologicals.com.

About Serologicals

Serologicals Corporation, headquartered in Atlanta, Georgia, is a global provider of biological products and enabling technologies, which are essential for the research, development and manufacturing of biologically based life science products. The Company's products and technologies are used in a wide variety of innovative applications within the areas of oncology, hematology, immunology, cardiology and infectious diseases, as well as in the study of molecular biology. Serologicals has more than 800 employees worldwide, and its stock is traded on the Nasdaq National Stock Market under the symbol SERO.

This release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Words or phrases such as "should result," "are expected to," "we anticipate," "we estimate," "we project" or similar expressions are intended to identify forward-looking statements. These statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those expressed in any forward-looking statements. These risks and uncertainties include, without limitation, the U.S. Patent Office taking the legally required actions to issue the patent pursuant to the Notice of Allowance issued to the Company and the ability of the Company to defend successfully the validity of the patent if it were to be challenged in the future. You should not place undue reliance on forward-looking statements, since the statements speak only as of the date that they are made, and the Company undertakes no obligation to update these statements based on events that may occur after the date of this press release.

Serologicals is a registered trademark of Serologicals Royalty Company.

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